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				Application Number	10/728,663
				Filing Date	December 4, 2003
				First Named Inventor:	Sean Patrick Nolan
				Art Unit	3627
				Examiner Name	Haider, Fawaad
Sheet	2	of	2	Attorney Docket Number	4444.P008

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
		SCEATS, Mark, "Keyword Research – Picking The Right Keywords," http://www.viz.co.nz/search-engine-keywords.htm , 10/6/2003	
		"Search Engine Marketing Budes and ROI," http://www.viz.co.nz/budgets-ROI.htm , 10/6/2003	
		SCEVAK, Niki, "How The Search Engine Built Trust With Advertisers," http://www.searchutilities.com/news/archive/30/1326.html , 1/7/2002	
		BLOCH, Michael, "Search Engines – Pay per View advertising," http://www.twsc.co.za/0202.php , 10/6/2003	
		"Search Engine Marketing Services," http://www.viz.co.nz/SEM-services.htm , 10/6/2003	
		"Search Engine Marketing Strategy," http://www.viz.co.nz/viz-approach.htm , 10/6/2003	
		SCEATS, Mark, "Web Site Traffic Analysis," http://www.viz.co.nz/traffic-monitoring.htm , 10/6/2003	
		SCEATS, Mark, "Search Engine Pay for Inclusion Fees," http://www.viz.co.nz/search-engine-fees.htm , 10/6/2003	
		SCEATS, Mark, "PPC Pay per Click Advertising," http://www.viz.co.nz/pay-per-click.htm , 10/6/2003	
		"Coremetrics Technology," http://www.coremetrics.com/technology/index.html?referringurl=http:%3A/www.coremetri... , 10/6/2003	
		"Coremetrics Unveils Marketing Management Center to Automatically Detect Measure and Compare Performance of All Online Marketing Programs," http://www.coremetrics.com/news/media/pr02_11_18_management.html , 10/6/2003	

Examiner Signature		Date Considered	
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*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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